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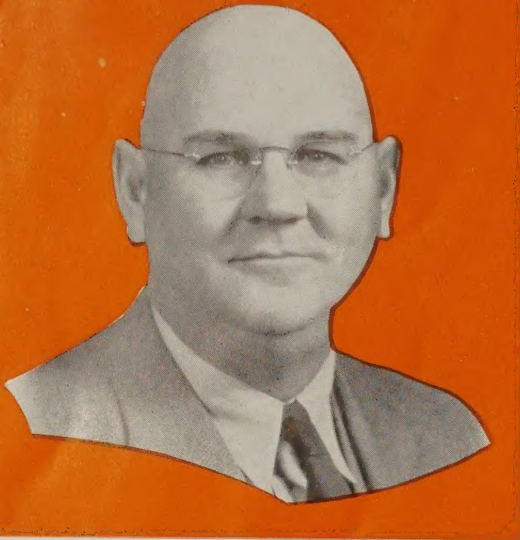
1945

Mr. Wayne C. Neely,
Hood College.,
Frederick, Md.



THE CATTLE OF THE FUTURE

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Otis A. Carter & Son, Eldorado, Illinois.
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What Are The CATTLE OF THE FUTURE?

A prominent cattle judge recently said to Mr. Carter, "Otis, your cattle are 10 years ahead of the times." To which Mr. Carter replied, "That is the finest compliment I have ever received. I'm glad to be able to see 10 years in advance."

That remark inspired him to issue this literature to acquaint farmers and breeders with the merits of "The Cattle of the Future."

WHY CHOOSE SHORTHORNS?

Shorthorns are the descendants of the grand old double-decker Durhams, the breed that helped our ancestors to pay for the original land upon which they settled. Records of leading universities prove that no other breed excels Shorthorns as prime beef cattle.

No breed turns feed faster into beef than does Shorthorns. On a basis of weight for age they are unexcelled. It costs no more to feed the massive Shorthorns than it does ordinary cattle, yet they utilize their feed to greater advantage in making solid flesh. Shorthorn calves gain flesh rapidly because their dams supply plenty of milk. Finished as baby beeves they possess maximum weight for their age.

Shorthorns bring top prices because of their weight and the extra amount of choice cuts of prime beef.

Shorthorns are gentle. They are so docile that even a child can handle them. Their tractability makes them easier and more economical to raise. Fractious cattle wear off precious flesh that cost time and money to put on them. The breeder of excitable cattle loses money every time they are aroused.

Shorthorns are easy to breed. Their calm nature and fertility makes the breeder's work a profitable pleasure. Beef-type Shorthorns provide ample milk, even though they are primarily bred for their meat.

WHO SHOULD RAISE SHORTHORNS?

The ordinary farms must supply most of the beef cattle of the future. Every farmer and cattle raiser can increase his profits with Shorthorns as they have no superior in converting cheap, farm grown roughages into meat and milk.

The farmer with an ordinary herd of any breed can add many pounds to his calves by having a Shorthorn bull. Shorthorn crosses have the necessary extra poundage to make them improve a herd profitably and with little investment. In the opinion of well-known stock raisers the introduction of good Shorthorn blood into range cattle and herds of other breeds, has been responsible, to a great extent, for surprising improvements in weight and milk production.

The small breeder, with a grade herd of commercial cattle, will find that registered Shorthorns make a great difference in a comparatively short time. The better bloodlines of Shorthorns soon show a remarkable increase in weight and improve the appearance of the calves in a grade herd. Compared with the results the investment is trifling.

The medium size breeder of Shorthorns has a wonderful opportunity now to improve his herd with better stock. Adding only a few of Carter's "Cattle of the Future" to a medium good herd may easily bring it to the front in a few years. Winning prizes at State and County Fairs will depend on constant improvement to overcome the increasingly harder competition each year.

The large breeder will be interested in Carter cattle to improve his bloodlines and to avoid inbreeding. A really good bull or heifer bought now may mean the necessary touch needed to make a good herd even better. Quality always pays good dividends. Improve your herd NOW!

CONVINCING FACTS

In the great beef producing country of Argentina, where practically all cattle are finished on grass, Shorthorns outnumber other breeds 9 to 1. In Great Britain, where every acre of ground must be made to yield to the best advantage, 75% of all cattle are Shorthorns.

Good Shorthorns cost no more to buy than any other good beef-type cattle, so the real comparison of values depends on the following factors:

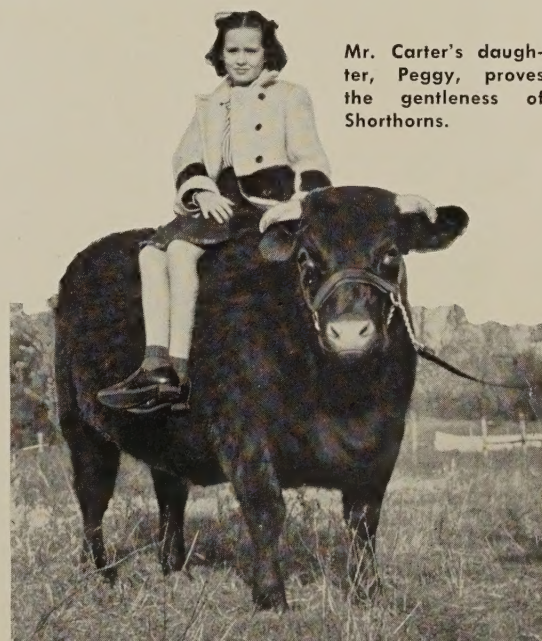
- Sturdiness and livability
- Gentle disposition
- Minimum care required
- Good breeding ability
- Low cost of feeding to marketing age

High average daily gain in weight
High percentage of usable beef when dressed

Wide profit spread between all costs and selling price

Compare Shorthorns on each of these points with any other breeds and you find them to be "tops."

Write to American Shorthorn Breeders' Association, 7 Dexter Park Ave., Chicago, Ill., and ask for a copy of their book entitled "Farm Security With Shorthorns." This book is crammed full of facts and figures supplied by farmers and breeders all over the country. These reports prove how well Shorthorns thrive under the conditions found on the ordinary farm and on cattle ranges.



Mr. Carter's daughter, Peggy, proves the gentleness of Shorthorns.



BRAWITH BOY'S ARCHER 2079146

Brawith Boy of Sunset says: "I'm real proud of this youngster. Experts say he favors me more than any of my other sons, but that's putting it pretty strong, because most of my sons look as much alike as peas in a pod."



SUNSET CONSTANCE 8th 2092760

Brawith Boy of Sunset says: "Confidentially folks, have you ever seen a prettier young lady? I hated to lose her but she attracted so much attention here that I was afraid she might be spoiled if she remained at home too long."



SUNSET RESOLUTION 2069003

Brawith Boy of Sunset says: "What a bull this lad will be when he gets his full growth! He has everything necessary to make him a great sire."



SUNSET DUCHESS 2d 2053658

Brawith Boy of Sunset says: "This girl is one of my favorite daughters. She has every desirable quality that should make her name a household word in a few years."



BRAWITH COUNT OF SUNSET 2069000

Brawith Boy of Sunset says: "When better cattle are bred they will come from Otis A. Carter & Son's Sunset Farms. But why wait? Here is the kind of boy who will surely make his mark in the cattle world."



SUNSET CONSTANCE 5th 2010540

Brawith Boy of Sunset says: "At a recent family conference this daughter was voted as one who would set a pace that would make it hard for other females to keep up with her."



BRAWITH BOY'S BUGLER 2079148

Brawith Boy of Sunset says: "Take a good look at this boy! Can't you see the Brawith features all over him? I expect a fine future for this lad."

Brawith Boy of Sunset says:

"FOLKS! MEET SOME OF MY FAMILY..."

BRAWITH BOY OF SUNSET 1919873

Folks, I'm the proud daddy of them all! I'm sorry that there isn't enough space to show all of my 72 sons and daughters, but as Brigham Young might have said, "That would be too much of a good thing."



BRAWITH BOY'S LEADER 2079150

Brawith Boy of Sunset says: "This gentleman may lead them all. His general conformation gives him the ability to go places. He's got everything it takes to do it."



SUNSET LOVELY BELLE 5th 2079154

Brawith Boy of Sunset says: "In a few years I expect this girl to produce calves that will make breeders sit up and take notice. What a mother she'll make."



SUNSET AUGUSTA 2039280

Brawith Boy of Sunset says: "I never came so near having a quarrel with my boss as I did when he decided to sell this marvelous girl. It nearly broke my heart to lose her."



SUNSET AUGUSTA 2d at 4 months 2079151

Brawith Boy of Sunset says: "These two pictures show how our family develops. Just look at the difference in weight and conformation in only a short time."



SUNSET AUGUSTA 2d at 18 months



SUNSET GRAND DUCHESS 4th at 6 months 2079153

Brawith Boy of Sunset says: "Compare these two pictures. This is the kind of improvement you can expect from cattle having Brawith Boy of Sunset bloodlines."



SUNSET GRAND DUCHESS at 17 months



BRAWITH BOY'S BROWNDALE 2079147

Brawith Boy of Sunset says: "Here is a real chip off the old block! He's an up-and-coming member of my family and will be retained on the farms to carry on the work I have started. Watch his record — he's a pippin."



SUNSET AUGUSTA 3d 2053654

Brawith Boy of Sunset says: "This fine cow would prove a good breeder in any herd. She can give others hearts and spades and still win out."



SUNSET GOLDEN RING 2092753

Brawith Boy of Sunset says: "This young fellow is the pride of my life. I expect him to carry on the noble traditions of our family and be a credit to us all."



SUNSET DOROTHY 2d 2041461

Brawith Boy of Sunset says: "This comely damsel is going to stay here at home because Mr. Carter expects great things from her. I know he won't be disappointed."



SUNSET LOVELY BELLE 2d 1947868

Brawith Boy of Sunset says: "This daughter of mine is as pretty as her picture. She will be a great asset to any herd."



Otis A. Carter & Son's Undeclared "Get of Sire" 1942
Sired by Carter's Brawith Boy of Sunset

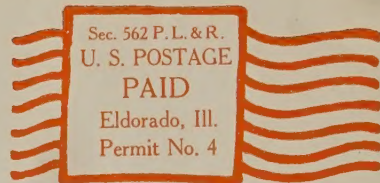
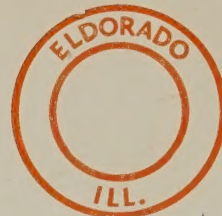


BRAWITH BOY'S COUNT 2079149

Brawith Boy of Sunset says: "I don't want to boast, but this boy has a great future, and I hope he has a real opportunity to show his worth."



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